

ABSTRACT OF THE DISCLOSURE

A system and a method for handling the redemption, clearing and settlement of a large number of individually targeted offers is provided. The method broadly comprises the steps of compiling a database of electronic offers, allowing access to the database by at least one point of sale system, providing said at least one point of sale system with a redemption engine for validating at least one offer to be made to a consumer while a sales transaction is being processed by the at least one point of sale system, identifying a consumer and a sales transaction event involving the consumer, determining whether electronically stored conditions of any offer available to the consumer and stored on the database have been satisfied using the redemption engine, and providing a reward to the consumer at the at least one point of sale system if the electronically stored conditions of the offer have been satisfied.